

## Message Text

UNCLASSIFIED

PAGE 01 STOCKH 04575 271519Z

47

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /014 W  
----- 101533

R 271515Z DEC 73

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC

INFO SECSTATE WASHDC 1194

AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY OSLO

UNCLAS STOCKHOLM 4575

FOR BIC/OIM

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: FRANCHISING OPPORTUNITY EFFORT

REF: STOCKHOLM A-438 NOVEMBER 23, 1973

1. PRELIMINARY DISCUSSIONS WITH MR. ENGLESON, NCR MANAGING DIRECTOR AND PRESIDENT OF A SWEDISH NOT-FOR-PROFIT PROFESSIONAL BUSINESS ORGANIZATION WITH OVER 500 BUSINESS MEMBERS, REGARDING POTENTIAL FOR FRANCHISING SEMINAR PROGRAM AT STC AS PART OF MODERN MERCHANDISING SEMINAR DEVELOPED SOME KEY INFORMATION.

2. SWEDEN APPARENTLY HAS MODIFIED CERTAIN OF ITS BUSINESS REGULATIONS WHICH HEREFORER LIMITED FRANCHISING OPPORTUNITIES. IT NOW APPEARS THAT FRANCHISING POTENTIAL EXISTS IN A NUMBER OF FIELDS WITH A GREAT DEGREE OF BUSINESS INTEREST.

3. STC, IN ABSENCE OBJECTION FROM DOC, PROPOSES ONE DAY TECHNICAL SEMINAR ON THURSDAY 17 JAN. THIS SEMINAR IN ADDITION TO AIDING PROMOTION FOR MODERN MERCHANDISING EXHIBITION WILL SERVE TO GATHER JUSTIFICATION FOR POSSIBLE FRANCHISING SEMINAR BDP OR JEEP EVENT. OLSEN

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 27 DEC 1973  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Executive Order:** N/A  
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**Film Number:** n/a  
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**Reference:** STOCKHOLM A-438 NOVEMBER 23, 1973  
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**Review Transfer Date:**  
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**Subject:** FRANCHISING OPPORTUNITY EFFORT  
**TAGS:** BEXP, SW, (ENGLESON)  
**To:** n/a  
**Type:** TE  
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